

# DEALERSUCCESS



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## Direct Source and CloudEngage Help Retailers Reach Shoppers on the Local Level through new GeoResponsive Web Solutions

December 9, 2015 | Press release

*Personalization and Localization Help Boost Sales and Credibility on Retail Branded Web and Mobile Sites*

Tweet this: #retailers: can #localizing your web site drive conversion and sales? @DirectSource\_and CloudEngage deliver results.

**MINNEAPOLIS, Dec 8, 2015** — Direct Source, a tier-one retail technology consultant and solutions provider, and CloudEngage, experts in localizing the retail brand experience, are helping retailers build local credibility and drive sales within markets by offering a more customized shopping experience on retail commerce sites. Among the many changes in consumer buying behavior is an increase in the desire to support local businesses and brands that offer a personalized shopping experience. CloudEngage helps national and global retailers achieve a personal, localized presence by creating simple technology overlays for web and mobile commerce sites. Based on hyper-local geo-fencing and weather data, brands are now able to serve up personal, localized information to first time visitors on internet-based or mobile web sites. This information can include local text, images, video, promotions, maps or tie-ins with local events and weather. Alone or combined with other local marketing efforts, this personalization has been shown to significantly increase click-throughs, conversion rates and sales. “Using CloudEngage is like having a unique site that’s personalized for every market,” said Paul Wagner, the CEO of CloudEngage. “We know that, on average, 91 percent of consumers prefer to buy local. Now, national retailers can provide a more personalized brand experience that helps create a stronger connection between shoppers and their local outlets.”

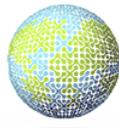
“The first experience a shopper has on a retailer’s digital outlet can be a key factor in determining if that shopper will seek out the local brick-and-mortar location to continue their journey,” said Brad Fick, president of Direct Source. “By creating a localized personality tied to a store in their own neighborhood or city, shoppers feel a stronger connection with the brand.”

Localization meets conversion rate optimization.  
Geo-Technology WITHOUT an app. Brilliant.

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## About Direct Source

Headquartered in Minneapolis, Minn., Direct Source ([www.directsource.com](http://www.directsource.com)) is a nationwide consultant and technology solutions provider for tier-one retail, travel and lodging industries, with a network of more than 2,500 installation specialists. Direct Source's hardware procurement, software development and deployment services are designed to help maintain a competitive edge, and improve site productivity and customer service. Always vendor-neutral, the company draws upon its innovative and industry-encompassing experience to recommend technologies that help clients operate faster, smarter and more profitably. For more information on Direct Source, please visit [www.directsource.com](http://www.directsource.com).

## About CloudEngage

CloudEngage offers precise geo-fencing, weather triggers and content localization technology to improve web and mobile conversion rates with location-based dynamic content swapping, overlays & alerts, store locator and geo-aware push notifications. For more information, please visit [cloudengage.com](http://cloudengage.com).

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